



PLANNING & ZONING REPORT

Liquor and Tobacco Advisory Board Meeting of May 17, 2022

File #022-LTAB-016

APPLICANT: Daniel Jarrett/West Rock Wake Park, LLC dba The Wooden Handle at West Rock Wake Park

LOCATION: 1420 South Pierpont Avenue

REQUESTED ACTION: The sale of beer and wine (seasonally) by the drink in conjunction with cable water ski park with an outdoor seating area in an RE, Rural Estate Zoning District.

EXISTING USE: Cable water ski park

PROPOSED USE: Cable water ski park with an outdoor seating area and the sale of beer and wine by the drink

DIMENSIONS: Irregular shape **SQUARE FOOTAGE:** 120.40 acres

ADJACENT ZONING AND LAND USES:

NORTH: Winn Co AG & IL Miscellaneous businesses, Single-family Residences

EAST: Winn Co AG & R1 Agricultural land, Single-family Residences and City R-1

SOUTH: Winn Co AG & R1 Agricultural land, Single-family Residences and City R-1

WEST: Winn Co AG Agricultural and Vacant land, Construction company
City RE & I-1

YEAR 2020 PLAN: PE Existing (Quasi-) Public Facility

HISTORY: No relevant history.

REVIEW COMMENTS: The Applicant is requesting the sale of beer and wine (seasonally) by the drink in conjunction with cable water ski park with an outdoor seating area in an RE, Rural Estate Zoning District. Exhibit A shows that the subject property is located on the east side of south Pierpont Avenue, 1,290 feet south of the South Pierpont Avenue and Cunningham Road Intersection. The subject property is located by residential and some commercial uses (Exhibits B & C).

The Applicant, Daniel Jarrett, is owner of West Rock Wake Park, LLC. Within the Liquor Application, it is indicated that Daniel Jarrett will manage the on-premises, day-to-day operation of "The Wooden Handle" at West Rock Wake Park and a manager or agent will manage the business.

Exhibit D is the map identifying businesses with a liquor license. The yellow dots identify the sale of beer and wine by the drink. The green dot is for a full liquor license for the sale of liquor by the drink. The red dot is for packaged liquor sales. The large star is the subject property.

Exhibit E is the site plan submitted the Applicant. Exhibit E shows the bathhouse, the proposed location of the deck on the northeast side of the bathhouse, sand beach, and Levings Lake. Exhibit F is the interior floor plan of the bathhouse. Exhibit F shows the bathhouse will consist of women's and men's locker rooms, women's and men's bathrooms, storage, concessions, and an office.

The Applicant submitted Exhibit G the site plan for the deck and sidewalk located northeast of the bathhouse. Exhibit H is the detailed plan for the deck and sidewalk that the deck, sidewalk, and the railings on the deck.

Exhibit I is the business plan submitted by the Applicant for "The Wooden Handle" at West Rock Wake Park. The Applicant explains, "general cable use (& the overall site/beauty of Levings Park) is the primary entertainment and deck users will be able to enjoy food and beverage on the deck, have a conversation with friends (make new ones), and watch riders lap the cable" (Exhibit I). The Applicant states, "Waterskiing is unlike snow skiing and riders will NOT be permitted to drink and ride, and we will have a strict policy to enforce" (Exhibit I). Additionally, the Applicant explains, "we aim to add a small live music schedule with food trucks for additional food offerings and a cover charge will rarely be charged, which will be dependent on our live music schedule and we will periodically host movie screenings" (Exhibit I).

Furthermore, the Applicant states, "we aim to build a welcoming community of all walks of life around a sport we love, be a place of unity in a divided world, riders are 7 and up (as old as 78!), and the deck area will be for all ages, but alcoholic beverages obviously restricted to 21 & up" (Exhibit I). The Applicant explains, "grab and go food items will be prepacked sandwiches, chips, ice cream, other level one approved concessions, soft drinks, energy drinks, canned beer, wine, and seltzers" (Exhibit I). Furthermore, the Applicant states, "Periodically we will host local food trucks, and hope to invest in onsite food preparation in the future" (Exhibit I).

Within Exhibit I, the hours and days of operation will be Tuesday through Sunday from 12:00 P.M. to 8:00 P.M. Additionally, the Applicant indicates on the Liquor Application that the sales will be 5% food/non-alcoholic beverage sales, 5% alcohol sales, 20% general merchandise sales, and 70% revenue from other sources. Furthermore, the Applicant indicates on the Liquor Application that an Illinois Gaming License will not be applied for.

Finally, the security plan is within Exhibit I. The Applicant states, "considering we are on park district property we have a close relationship with the Park District police and they have a regular patrol schedule, and we have their number" (Exhibit I). The Applicant explains, "along with basset trained servers, our management will be given specific instructions to inform the police of an unruly customer just as we do for the cable park and we've had very few issues over the years but sometimes have non customers pass through and agitate our operations with a number of inappropriate behavior" (Exhibit I). The Applicant states, "for larger events we will notify them of a larger crowd to ensure their awareness of needing to be close by in the event

they are called upon” (Exhibit I). Finally, the Applicant explains, “we will have a strict no riding and drinking policy, wristbands for riding only, wristbands when served an alcoholic drink, and we of course, welcome any suggestions to ensure our compliance with the city on this topic” (Exhibit I). The Applicant indicated on the Liquor Application they would hire a private security licensed with the State of Illinois upon written request of the liquor commissioner.

Exhibit J shows that there have been seven (7) Calls of Service for the Police Department in the past 24 months for 1420 South Pierpont Avenue.

Staff feels that the applicants’ request is reasonable for the use of the subject property. Staff recommends approval of the applicants’ requests subject to conditions.

RECOMMENDATION: Staff recommends APPROVAL of sale of beer and wine (seasonally) by the drink in conjunction with cable water ski park with an outdoor seating area in an RE, Rural Estate Zoning District, subject to the condition below:

1. Meet all Applicable Building and Fire Codes.
2. Compliance with all City of Rockford Code of Ordinances including Liquor Codes.
3. Submittal of a site plan to include the outdoor seating area with the number of tables, chairs, and fencing for Staff review and approval.
4. The sale of beer and wine must be in conjunction with a cable water ski park with an outdoor seating area per Exhibit E.
5. The sale of beer and wine shall be limited to the months May through October.
6. The hours of operation are limited to 12:00 P.M. to 8:00 P.M., Tuesday through Sunday.
7. The cable water ski park with an outdoor seating area shall not have a cover charge, dance floor, or any DJs.
8. The cable water ski park with an outdoor seating area shall not operate as a nightclub.
9. The proposed use and facility is prohibited from having any video gaming machines.
10. Any pending general ordinance case(s) must be resolved prior to issuance of the license.
11. All outstanding general ordinance fines must be paid prior to the issuance of the license.
12. All conditions must be met prior to establishment of use.

SC:DM 05/10/2022

Exhibit A
1420 South Pierpont Avenue
#022-LTAB-016

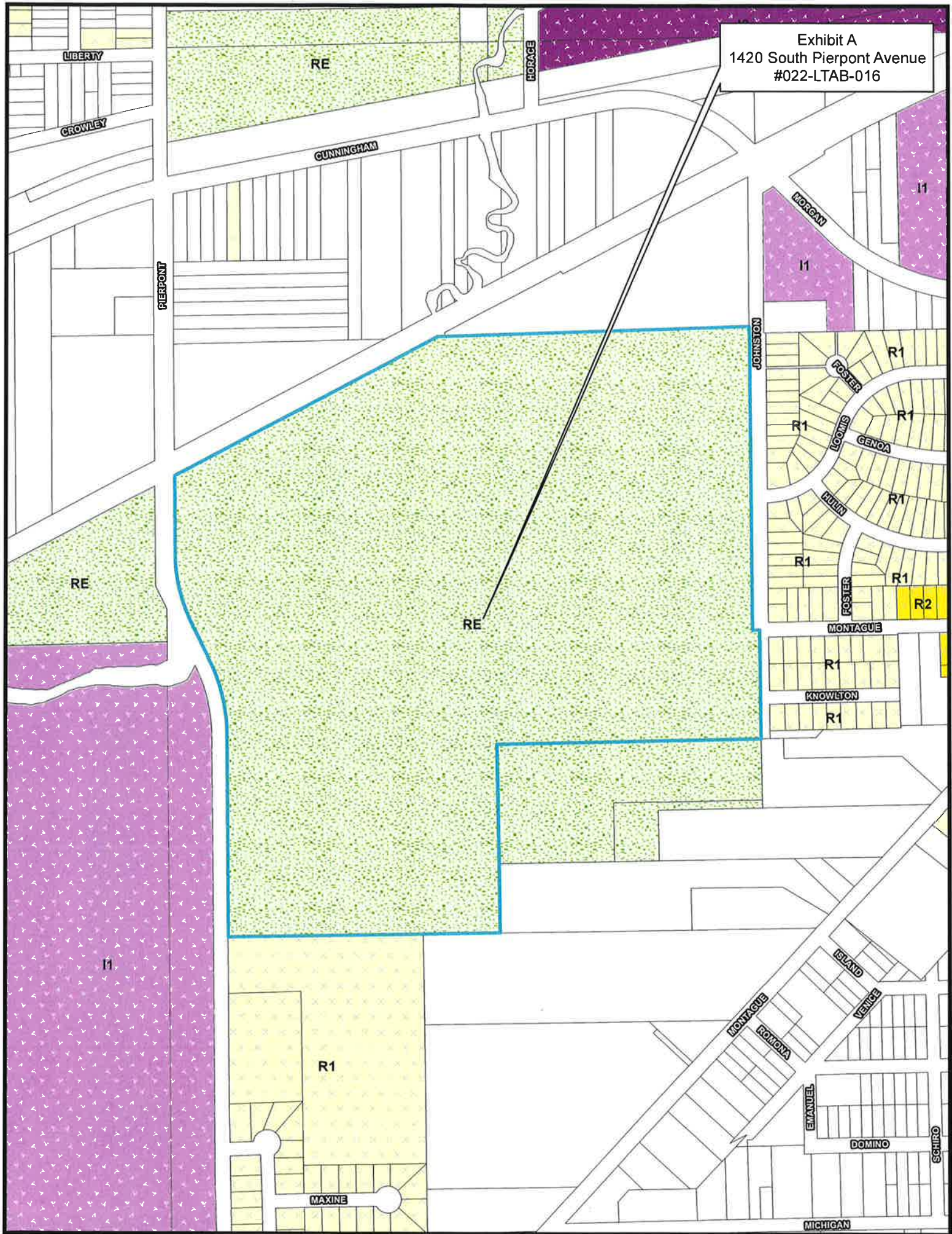


Exhibit B
1420 South Pierpont Avenue
#022-LTAB-016

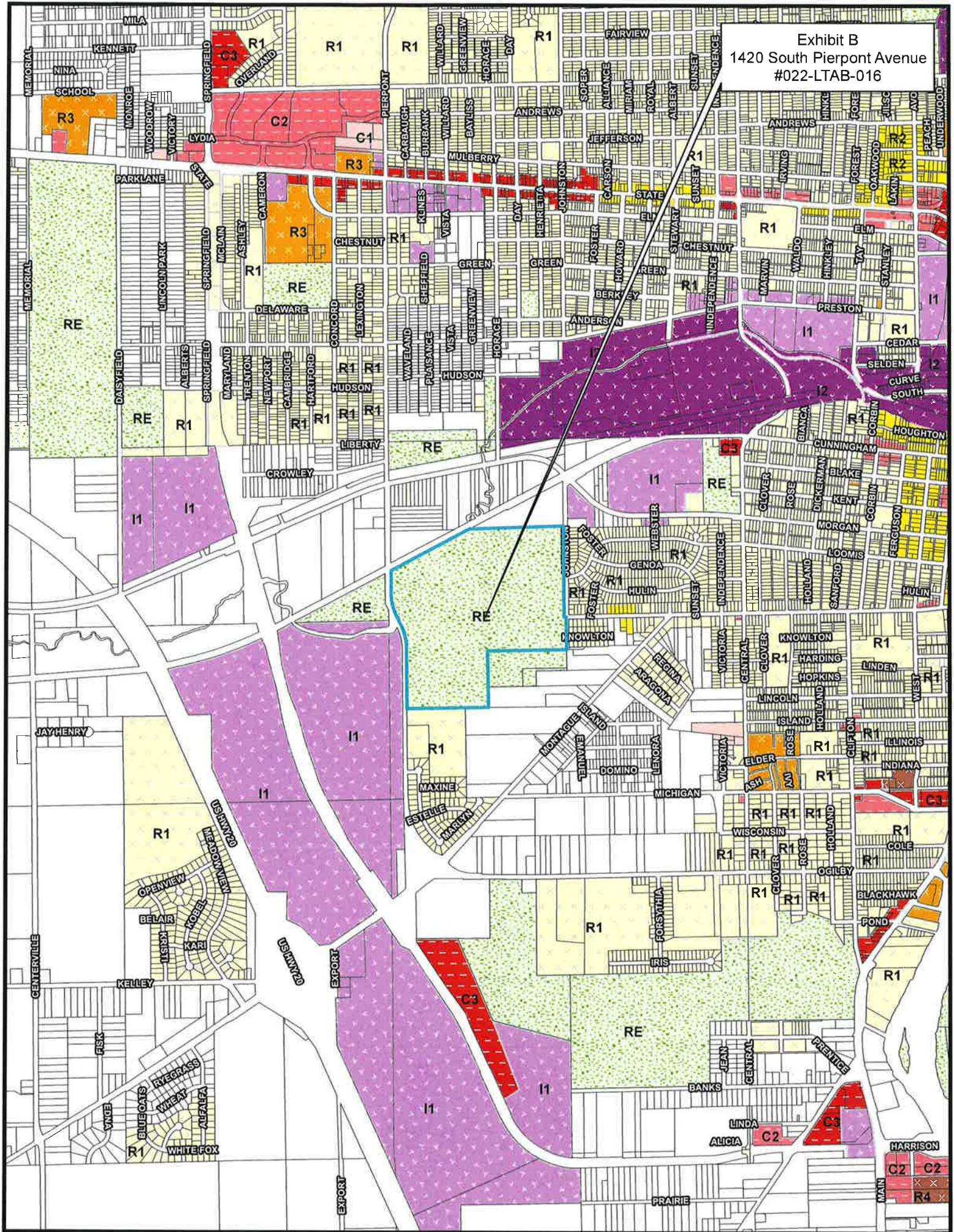
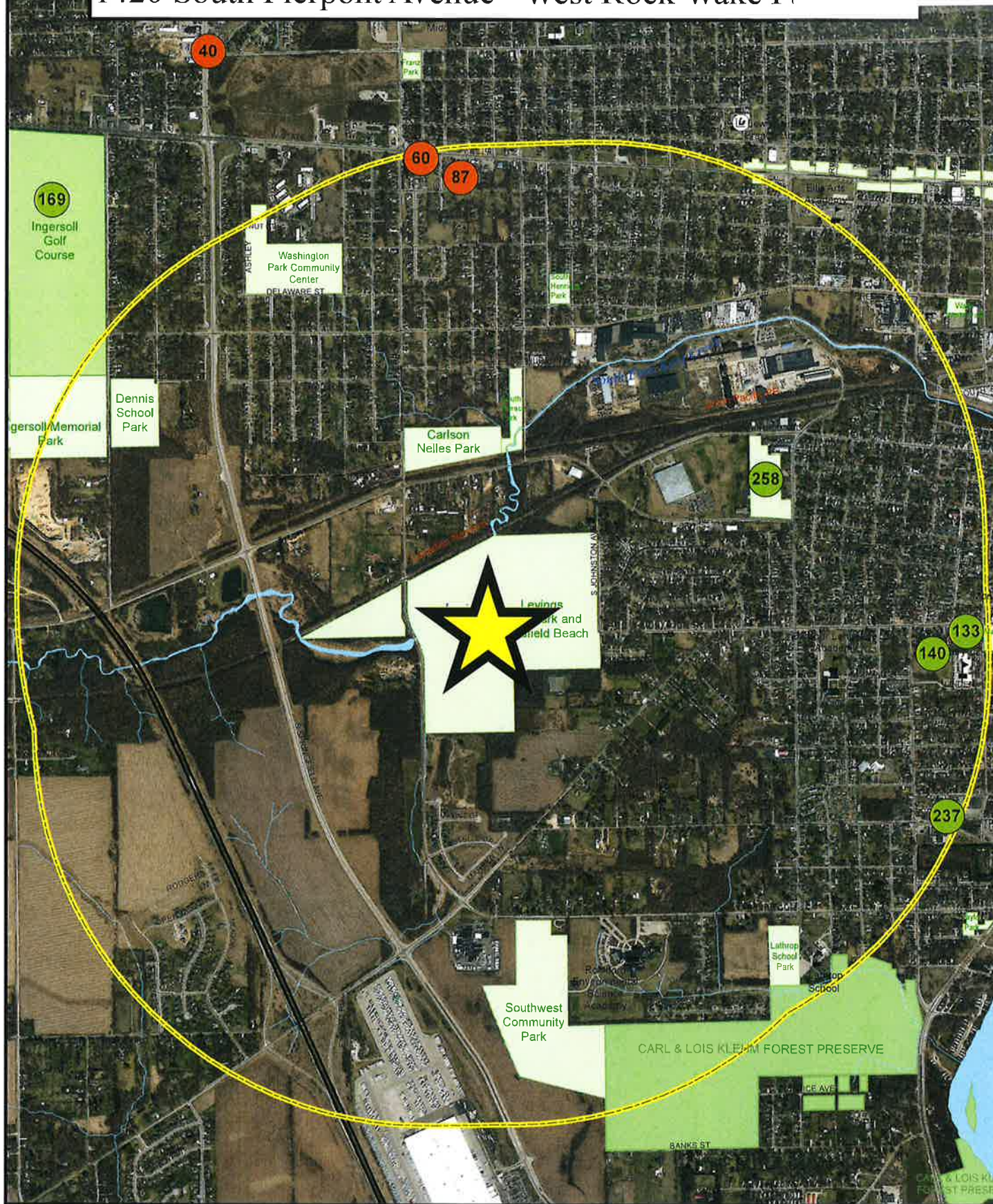


Exhibit C
1420 South Pierpont Avenue
#022-LTAB-016



1420 South Pierpont Avenue - West Rock Wake P



- Key**
- College/University
 - School (K-12)
 - City/Village Hall
 - Parks
 - Forest Preserves
 - Sale by the Drink (Beer and Wine)
 - Sale by the Drink (Full Liquor)
 - Package Liquor Sales

CITY OF ROCKFORD, ILLINOIS

LIQUOR LICENSE LOCATIONS-3/1/2022

2022





REMOVE CONCRETE, SAWCUT AT
SCORELINE/EXPANSION JOINTS

REMOVE RAILING

EXCAVATE GRADE FOR DECK
STRUCTURE

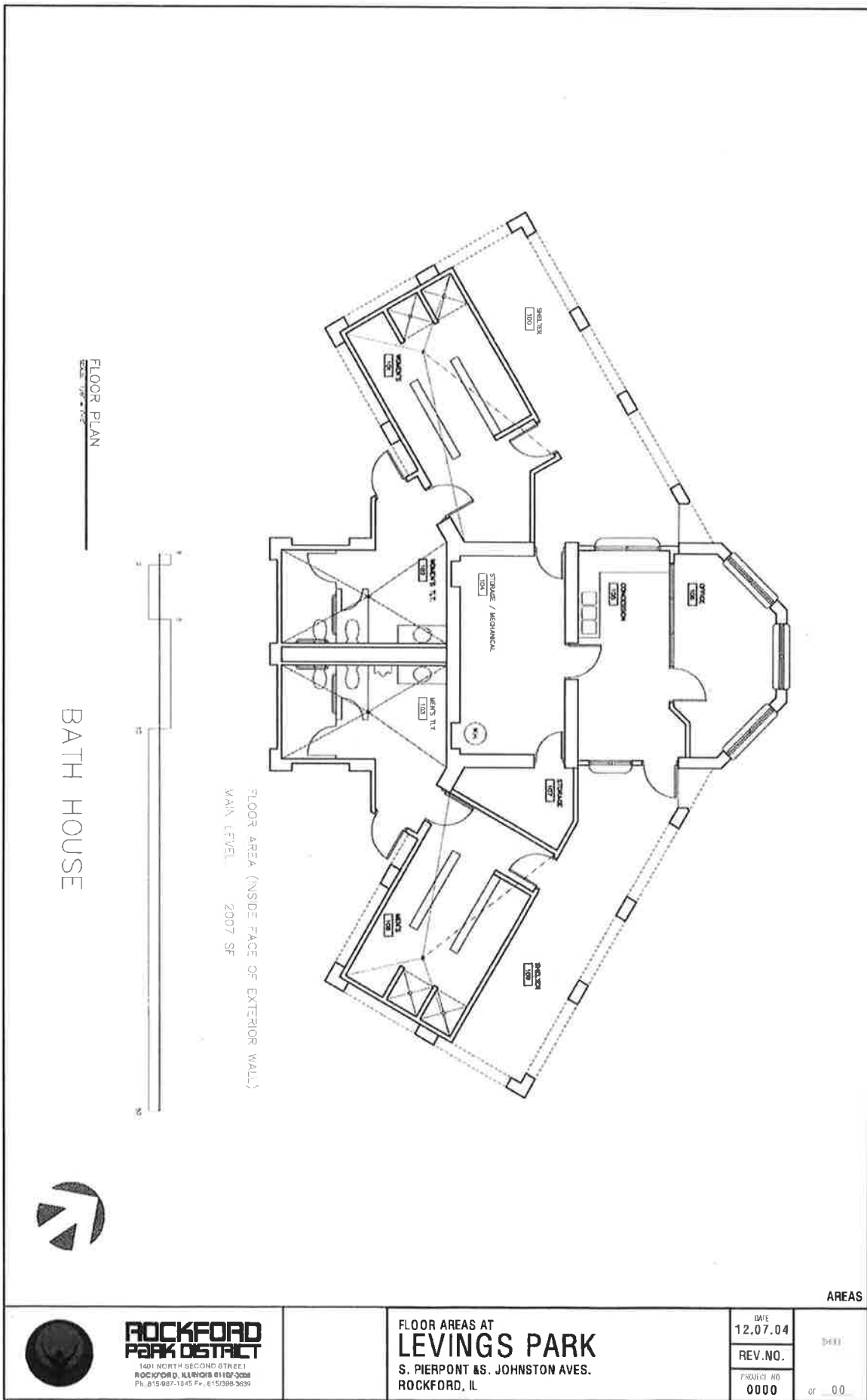
REVISIONS		
REV. NO.	DESCRIPTION	DATE

DRAWING

EXISTING CONDITIONS AND REMOVAL PLAN

SET TYPE: **BID SET**

DISCONTINUED - NOT TO BE SHOWN ANY MORE

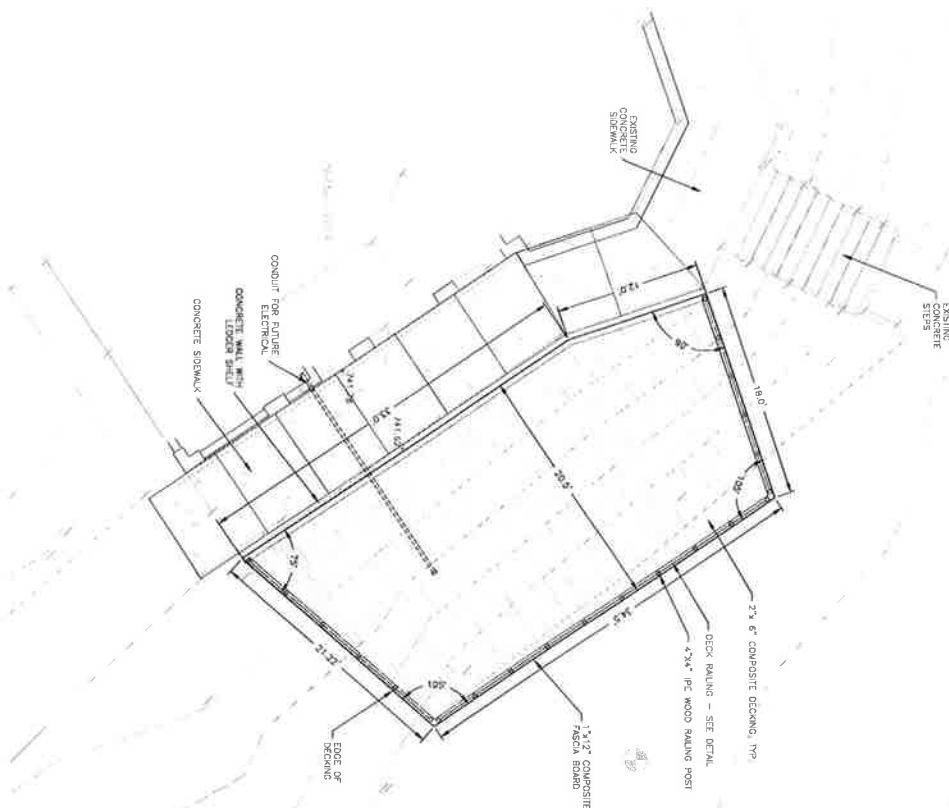


REV.	DATE	REVISIONS

DATE	BY	CHKD.	APP'D.

DATE	BY	CHKD.	APP'D.

DECK SURFACING PLAN



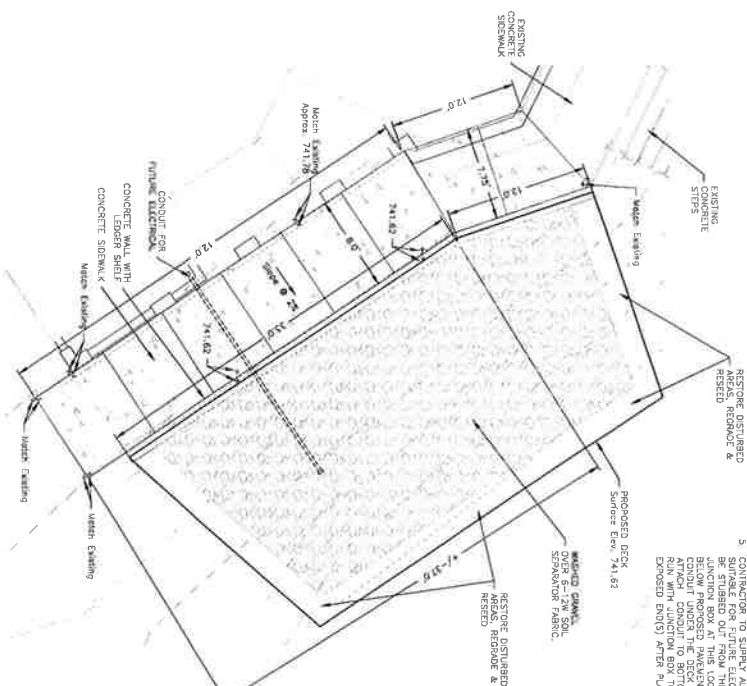
DECKING NOTES:

1. 13' MAX. SPAN FOR 3-1/2" x 12" CEDAR GULLAW BEAMS
2. JOISTS TO BE FASTENED WITH SIMPSON STRONG-TIE STAINLESS STEEL JOIST HANGERS OF APPROVED EQUAL.
3. ALL HANGERS JOISTS BEAMS STIRRUPS AND OTHER STRUCTURAL CLIMBERS SHALL BE TREATED SLOIC® STRUCTURAL SOUTHERN YELLOW PINE.
4. RETROFIT POST BASE WITH FASTENERS PER MANUFACTURER'S INSTRUCTIONS FOR APPROVED DEEP DRILLED PILES AND EPOXY ANCHORED WITH HILTI-WEDDO ANCHORS.
5. DECKING SHALL BE CONTINUOUS OVER ALL INTERIOR SUPPORTS (ONE PIECE) TO A MINIMUM OF 14 FEET.

SITE NOTES:

1. CONTRACTOR TO SUPPLY ALL LABOR AND MATERIALS NECESSARY TO INSTALL WASHED GRAVEL, GRAVEL COVERING UNDER DECK IN LOCATIONS INDICATED ON PLAN. GRAVEL SHALL BE TO BE FROD ON ALL SLOPED ADJACENT LAND OR LANDSCAPE WITH WETLANDS. (SEE EDDING NOTE), WARP FABRIC UP ON ALL EDGES A MINIMUM OF 2" OVERLAP FABRIC EDGES A MINIMUM 6" AND PER 10' EDGE.
2. CONTRACTOR TO SUPPLY ALL LABOR AND MATERIALS NECESSARY TO INSTALL 1/2" x 4" x 4" GREEN STEEL EPOXY OR APPROVED EQUAL. INSTALL PER MANUFACTURER'S SPECIFICATIONS. HANGERS JOISTS BEAMS STIRRUPS AND OTHER STRUCTURAL CLIMBERS SHALL BE TREATED SLOIC® STRUCTURAL SOUTHERN YELLOW PINE.
3. CONTRACTOR TO SUPPLY ALL LABOR AND MATERIALS NECESSARY TO INSTALL CONCRETE WALK WITH LEDGE. CONCRETE SHALL BE 3" DEPTH REINFORCED CONCRETE WITH 4" COMPACTED GRANULAR BASE. SEE DETAILS.
4. CONTRACTOR TO SUPPLY ALL LABOR AND MATERIALS NECESSARY TO INSTALL A REINFORCED CONCRETE RETAINING/FOUNDATION WALL IN LOCATION AS INDICATED ON PLAN. WALL TO HAVE LEADER SLOIC® TO SUPPORT DECK AS SHOWN. SEE DETAILS.
5. CONTRACTOR TO SUPPLY ALL LABOR AND MATERIALS NECESSARY TO INSTALL A 2" CONDUIT FOR FUTURE ELECTRICAL. CONDUIT SHALL BE 2" DEPTH REINFORCED CONCRETE WITH 4" COMPACTED GRANULAR BASE. SEE DETAILS.

CONCRETE WALK & WALL PLAN

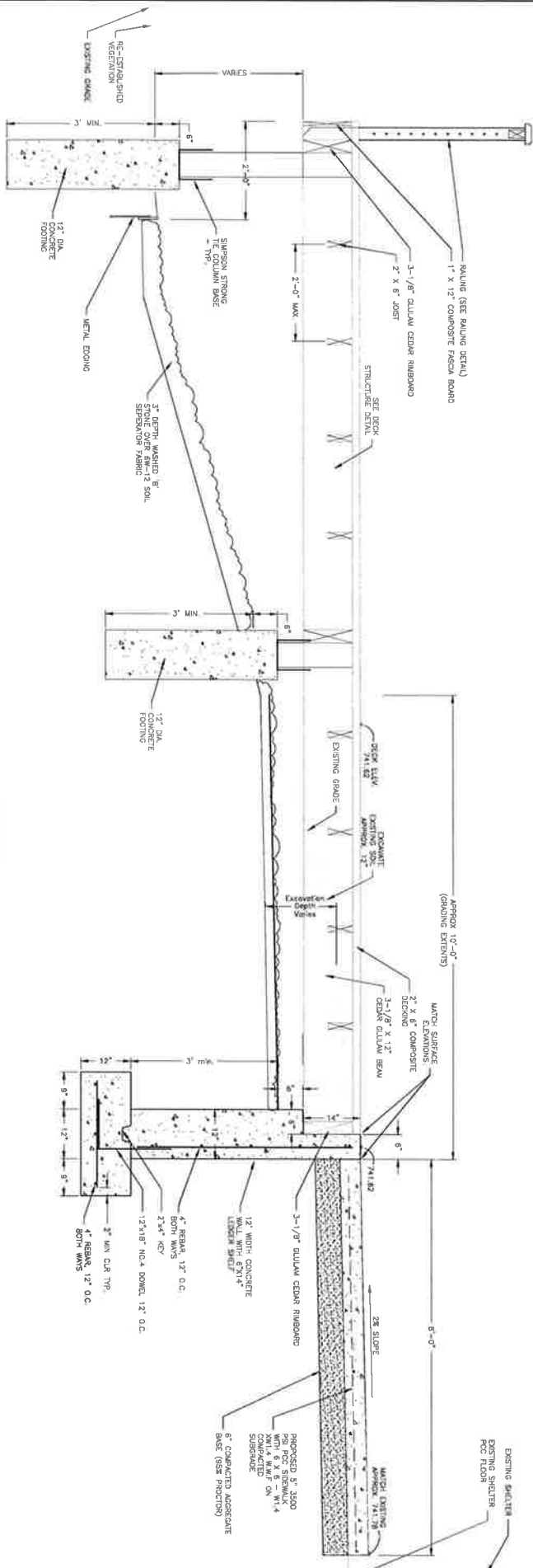


- ALTERNATE 1:
1. 13' MAX. SPAN FOR 3-1/2" x 12" CEDAR GULLAW BEAMS
 2. JOISTS TO BE FASTENED WITH SIMPSON STRONG-TIE STAINLESS STEEL JOIST HANGERS OF APPROVED EQUAL.
 3. ALL HANGERS JOISTS BEAMS STIRRUPS AND OTHER STRUCTURAL CLIMBERS SHALL BE TREATED SLOIC® STRUCTURAL SOUTHERN YELLOW PINE.
 4. RETROFIT POST BASE WITH FASTENERS PER MANUFACTURER'S INSTRUCTIONS FOR APPROVED DEEP DRILLED PILES AND EPOXY ANCHORED WITH HILTI-WEDDO ANCHORS.
 5. DECKING SHALL BE CONTINUOUS OVER ALL INTERIOR SUPPORTS (ONE PIECE) TO A MINIMUM OF 14 FEET.

LEGEND

- DECK SURFACING, SEE PLAN FOR SIZE AND DIMENSIONS OF LAYERS
- DECK SUBSTRUCTURE 6X6 POSTS ON 12 DIA. X 3" DEPTH CONCRETE FOOTING
- CONCRETE WALK
- CONCRETE WALL WITH LEDGE
- 2" CONDUIT FOR FUTURE ELECTRICAL WIRING





SECTION A-A'
DECK/CONCRETE WALL/SIDEWALK DETAIL
N.T.S.

[illegible]

DETAILS 1

SET TYPE: BID SET

Wednesday, April 13, 2022

“The Wooden Handle” deck area at West Rock Wake Park

HOURS OF OPERATION:

- General Cable operations: Tuesday -Sunday 12-8pm.
- Food & Beverage 12-8.

PROPOSED ENTERTAINMENT:

- General cable use (& the overall site/beauty of Levings Park) is the primary entertainment. Deck users will be able to enjoy food and beverage on the deck, have a conversation with friends (make new ones), and watch riders lap the cable. Waterskiing is unlike snow skiing. Riders will NOT be permitted to drink and ride, and we will have a strict policy to enforce that.
- We aim to add a small live music schedule with food trucks for additional food offerings. A cover charge will rarely be charged, and will be dependent on our live music schedule.
- We will periodically host movie screenings.

MENU:

- Grab and go food items. Prepacked sandwiches, chips, ice cream, and other level one approved concessions.
- Drinks: Soft drinks, energy drinks, canned beer, wine, and seltzers.
- Periodically we will host local food trucks, and hope to invest in onsite food preparation in the future.

TARGET AUDIENCE

- We aim to build a welcoming community of all walks of life around a sport we love. We aim to be a place of unity in a divided world..riders are 7 and up (as old as 78!). The deck area will be for all ages, but alcoholic beverages obviously restricted to 21 & up.

SECURITY PLAN

- Considering we are on park district property we have a close relationship with the Park District police. They have a regular patrol schedule, and we have their number.
- For larger events we will notify them of a larger crowd to ensure their awareness of needing to be close by in the event they are called upon.
- Along with basset trained servers, our management will be given specific instructions to inform the police of an unruly customer just as we do for the cable park. We've had very few

issues over the years but sometimes have non customers pass through and agitate our operations with a number of inappropriate behavior.

- We will have a strict no riding and drinking policy. Wristbands for riding only. Wristbands when served an alcoholic drink.
- We, of course, welcome any suggestions to ensure our compliance with the city on this topic.

Call Number	Event Date	Location	Situation Reported	Call Disposition	Agency
22-064731	2022-04-01T22:40:41	1420 S PIERPONT AVE	SEX OFFENSE JUST OCCURRED	RPT - REPORT / RPT - REPORT / RPT - REPORT / RPT - REPORT	Rockford Police Department
22-061188	2022-03-27T22:21:42	1420 S Pierpont Ave	TRAFFIC STOP	RPT - REPORT ADV - ADVISED / ADV - ADVISED / ADV - ADVISED	Rockford Police Department
22-059145	2022-03-24T23:37:32	1420 S Pierpont Ave	TRAFFIC STOP	ADVISED ADV - ADVISED / ADV - ADVISED / ADV - ADVISED	Rockford Police Department
22-036376	2022-02-21T23:56:36	1420 S Pierpont Ave	SUSPICIOUS VEHICLE	RPT - REPORT NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT	Rockford Police Department
21-251653	2021-11-20T23:29:57	1420 S Pierpont Ave	SUSPICIOUS VEHICLE		Rockford Police Department
20-066243	2020-11-06T22:19:27	1420 S Pierpont Ave	DISORDERLY		Rockford Police Department
20-038017	2020-09-28T16:56:17	1420 S Pierpont Ave	SUSPICIOUS VEHICLE	NRPT - NO REPORT / NRPT - NO REPORT	Rockford Police Department